

IN THE SPECIFICATION

Amend the specification as follows:

Page 15, lines 6 through 21:

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FIG. 5 illustrates operation of the data distribution module 218 of the e-service host. As indicated in block 500, the data distribution module 218 receives requests for user information. More particularly, the data distribution module 218 receives requests from web site hosts in response to a particular user's visit to a web site that is maintained by the web site host. Once the request is received, the data distribution module 218 verifies the web site host's authorization to receive the requested information, as indicated in block 502. Specifically, as indicated in decision element 504, it is determined whether authorization is possessed by the web site host. If not, flow continues to block 506 at which the request is denied and flow is later terminated. If the web site host does have authorization, however, flow continues to block 508 at which the data distribution module 218 determines the level of access to the user information for which the host has authorization. As is described below, the level of access dictates which pieces of user information the web site host will receive from the e-service host. Again, only information that the user wishes to be shared will be distributed. Next, the pertinent information is securely transmitted to the web site host, as indicated in block 510, and flow is then terminated.

Page 16, line 17 through Page 17, line 7:

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FIG. 7 is a flow diagram that illustrates a first method for sharing user information utilizing the system 100 shown in FIG. 1. As indicated in block 700, a user first logs in with the e-service that, as described above in relation to FIG. 4, previously collected the user's information. This log in can be accomplished, for instance, with a computing device that is

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directly connected to the e-service host's server 106. Typically, however, log in is achieved via a computing device, such as a computing device 102, that is linked to the e-service host server 106 through the Internet. Log in can comprise entry of user identification codes such as, for instance, a username and password. Although the user will need to remember or store this information for later use, the user will need to maintain only one such username and password combination in that the user information stored by the e-service host server 106 can be shared with a potentially unlimited number of web site hosts.

Page 17, line 20 through Page 18, line 8:

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In addition to selecting the level of access, the user can further select the category of information to share, where applicable. For instance, if the user foresees shopping for books related to his or her job, the user may wish to select the professional category prior to visiting web sites that offer books for sale. On the other hand, where the user is shopping for novels, the user may wish to designate the personal category. Operating in this manner, the user has great control over what information web site hosts receive about the user. Not only does this provide the user with greater security in that the user can withhold sensitive information while browsing the various web sites, this also allows the user to control the content that is presented to the web site host in that the user may decide which information (*e.g.*, interests information) is shared with the host.

IN THE DRAWINGS

Amend the Drawings by making the modifications as indicated in red permanent ink on the separate accompanying sheet(s).